

ABSTRACT OF THE DISCLOSURE

Disclosed are an image processing apparatus and an image processing method capable of changing a quality of audio data according to a degree of significance of an image. The image processing apparatus includes an image encoding unit for encoding image data inputted, an audio data encoding unit for encoding audio data inputted together with the image data, a significant scene setting unit for setting to encode a part of region of the image with a high image quality, and an audio data encoding setting unit for setting to process the audio data with a high quality in accordance with the setting by the significant scene setting unit.